Environmental Meeting Agenda  
Wednesday, Oct. 24th, 2012  
ARD, Large Pod 12:30-1:45pm

**Attendees:** Blase Scarnati, Rod Parnell, Liz Wiggen, Bryan McLaren, Karla Brewster, Cori Cusker, Lauren Berutich, Andrea Houchard, Laura Huenneke, Nick Koressel, Scott Perlstein, Liz Grobsmith, Nate Cairney, Nolan Bade, Matt Goodwin

*Announcements:*

1) EC Fall social was Thursday, October 25th at Mother Road Brewing Company. 5:30-8:00pm. Potluck style- all are welcome!
2) Please welcome Lauren Berutich and Jim Allen as new Environmental Caucus Steering Committee members!

I. In-house reports: (3-4 min each)

A. Office of Sustainability:
   1. Submitted STARS report. Last year NAU was rated silver, this year we are Gold! This is a huge achievement for us.
   2. AASHE conference was October 14-17th in Las Angeles this year. Over 15 NAU members represented, and over 50 from the state of Arizona.

B. Coordinating Council on Sustainability (CoCoSus):
   1. Working on an organizational scheme that would allow us to bring back the climate action plan as the “campus sustainability plan.” This relates to Cooper-Katz marketing campaign on sustainability. Felt we didn’t have good, coordinating messaging on campus related to sustainability. Inter-campus communication and marketing clear and cohesive is the goal.
   2. CoCoSus is coming up with a plan to create clear messaging across campus. Where does sustainability fit into the President’s budget? Seeking an integrated campus commitment.

C. Academic Sustainability Program Steering Committee:
   1. What is it? Comprised of 10 faculty members from different academic units around campus. Goal of this committee is curricular and programmatic strategies. Developing a white paper on current and suggest sustainability curriculum to be completed by end of year.

D. Environmental Caucus:
   1. There are two new members of the steering committee: Jim Allen and Lauren Berutich.

E. Green Jacks:
   1. Just finished Sustainable tailgate at homecoming. VeloComposting, Green Jacks and Civic Service Institute were also involved. Worked with grounds crew and collected 15 huge garbage bags full of cans. Talked to students about composting. Handed out over 800 recyclable cups from campus dining.
2. In addition, Montana and Sarah are two undergrads spearheading a student movement against Uranium mining in the Grand Canyon. There is an Info session tomorrow at ARD large pod at 7pm. Volunteer session Friday afternoon at HLC at 6:30pm.

F. Green Fund:
1. Hired two students for internship positions. One is a carbon analysis intern-Julie Jackowski (climate science and solutions graduate student). The other is marketing intern, Danni.
2. Also looking for an IT intern.
3. November 18th project proposal deadline. You can find more information on the website: http://green.nau.edu/programs/greenfund/

G. Green NAU:
1. EC website has changed to CMS. (Nau.edu/Environmental-caucus/) If you see any problems or things that need to be changed, please let us know!
2. Course database up and running, but experiencing a few problems. Goal is to have a comprehensive list of sustainability courses.

II. AASHE- report back:
A. Environmental Caucus poster presentation (Liz Wiggen) at AASHE- lots of interest, great questions, sharing of challenges from sustainability directors from all over the U.S.
B. Cori Cusker, Residence Life, presented a poster on her Hooper Grant work and Learning communities and connection to the ARTS (with Kiersten Wilbur). There was lots of interest, great questions and great opportunities to network.
C. Bryan McLaren, Office of Sustainability- phenomenal conference for students. NAU is ahead of the game. Young industry. Concept of sustainability is young. There are many new ‘sustainability’ professionals popping up.
D. Nolan Bade, President of Green Jacks- Presented on the Green Jacks and grassroots student environmental groups and partnerships. Good discussion back and forth.
E. Liz Grobsmith, Sr. advisor to the President- session on behalf of president’s climate change commitment. NAU is ahead of the game.

III. Sustainability Marketing: Tackling Inconsistencies in Sustainability Messaging.
A. Comments/context: Rod appears to have been overly optimistic about the scale at which Cooper-Katz was going to be able to work, and observed that their activities focus on off-campus audiences not the campus community. They have gotten good feedback from marketing and several members of the campus community.

B. There is still a need for organization of sustainability messages, especially on campus. Many groups are talking about sustainability and the
environment but not in a consistent or integrated way. This may lead to confusion (both external and internal).

1. We have been using Green NAU website to try to accomplish this, but both Green NAU and our other messaging programs need work.
2. Liz Grobsmith- This is useful in getting our ‘ducks in a row’ internally so we can successfully market externally
3. Laura Huenneke- NAU will always have a lot creative diverse efforts going on related to sustainability so this ‘problem’ will never be solved, but perhaps become more organized.

C. Breakout session: (3 groups)

Q. Who are the audiences each campus group is trying to reach?
How can we create a more organized path for these audiences to find out what they want to know and to make this organization focused on coordinated sustainability marketing and messaging efforts?

More specifically:

- Where are the sustainability marketing happening currently on campus?
- What’s our messaging? (From the different sustainability groups)
- Who’s the audience?

1. Student life:

- What’s being messaged? Food sourcing, resource use, resource origin, curricular initiatives, community engagement, research, facility upgrades (like LEED), behavior change suggestions, how to be involved, professional career opportunities, STARTS sustainable living choices.
- Who is sending the messages? Student environmental groups, student research, campus dining, HRL, Green Fund, office of sustainability, ASNAU, colleges & departments, lumberjack.
- Who is receiving messages? Residential students, commuter students, graduate students, prospective students, parents and guardians, alumni, faculty and staff, flagstaff residents, campus visitors.
- Who else should/could be messaging? Facility services, MESA, ACC, outcomes of FYS experiences, Greek life, backpack, admissions/orientation, parking/shuttle services, inclusion and multicultural services

2. External community:

Who should we be messaging?

- Our community partners need more and better information and communication (Flagstaff Unified School District, Flagstaff Foodlink, Friends of Flagstaff’s Future, Sustainable Economic Development Initiative, City of Flagstaff Sustainability office, Museum of Northern Arizona, etc).

What should we be messaging?

- Better promote the expertise and willingness to contribute of our students, faculty and staff.
• Better involve community members in what we do, so find ways to bring them here to campus and ways to provide information for campus community members so they can participate in Flagstaff area sustainability activities. The shared calendar is a great start.

How should we message?
• Use art as a way of engaging the community, theater, music and other arts projects on campus; use NAU’s civic engagement activities.
• We need to improve how external audiences navigate through all the websites, blogs, etc. that NAU hosts by connecting, developing and improving our message networks like Green NAU and Inside NAU (e.g. find way to have a simple, routine way to post sustainability successes to Inside NAU) and by agreeing upon a shared vocabulary and set of basic sustainability concepts so people can go to different sites and see the connections between NAU activities.

3. Whole campus community:
• What are specific places that we could utilize more? The union, Cline library, HLC, Dubois, the pedway, NAIPTA buses and campus shuttles, the Dome, Wall Aquatic.
• What faculty organizations can we get on board? Academic chairs council, Associate deans, PALC- Provost academic leadership council